

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): A method comprising:

receiving a communication initiated with a telephone number of a called party at a communication network, the communication received from a first communication device, the communication having associated therewith first identifying information;

replacing the first identifying information with second identifying information at the communication network if a user of the first communication device is authenticated by the communication network; and

routing the communication to the called party from the communication network with the second identifying information.

Claim 2 (cancelled)

Claim 3 (currently amended): The method of claim 1 further comprising:

receiving the second identifying information from the user via the first communication device during the communication and prior to routing the communication to the called party.

Claim 4 (original): The method of claim 3 further comprising:

prompting the user to enter the second identifying information.

Claim 5 (cancelled)

Claim 6 (previously presented): The method of claim 1 wherein authenticating the user comprises:

receiving from the user via the first communication device authentication data during the communication; and

comparing the authentication data against a set of known authentic data.

Claim 7 (previously presented): The method of claim 6 wherein the authentication data comprise a personal identification number (PIN).

Claim 8 (currently amended): The method of ~~any of claims 1-7~~ claim 1 further comprising:

connecting the communication to a second communication device; and

presenting the second identifying information to the second communication device.

Claim 9 (currently amended): The method of ~~any of claims 1-7~~ claim 1 wherein the communication network comprises a telephone network, the first identifying information comprises caller identification (ID) information; and

the method further comprises:

connecting the communication to a second communication device, and

presenting the second identifying information to the second communication device.

Claim 10 (currently amended): A method comprising:

receiving a communication at a telephone network initiated with a telephone number of a second communication device from a first communication device;

authenticating a user of the first communication device at the telephone a ~~communication~~ network during the communication;

pursuant to authentication of the user, selecting custom identification (ID) information;

connecting the communication from the first communication device to the second communication device; and

delivering the custom ID information to the second communication device with the communication.

Claim 11 (previously presented): The method of claim 10 further comprising:  
receiving from the user a first input to override a first identification (ID) information associated with the first communication device during the communication; and  
the delivering of the custom ID information replaces the first ID information with the custom ID information.

Claim 12 (previously presented): The method of claim 10 wherein authenticating the user comprises:

receiving from the user a second input which the user has entered at the first communication device during the communication; and

comparing the second input against a set of known valid data.

Claim 13 (previously presented): The method of claim 10 further comprising:  
receiving from the user a third input to select the custom ID information from a plurality of pre determined data during the communication.

Claim 14 (previously presented): The method of claim 10 further comprising:  
receiving the custom ID information from the user via the first communication device during the communication.

Claim 15 (currently amended): The method of ~~any of claims 10-14~~ claim 10 wherein the method is performed in a caller ID service of ~~[[a]]~~ the telephone network.

Claims 16-31 (cancelled)

Claim 32 (currently amended): An apparatus comprising:  
a plurality of communication interfaces to couple a first telephone and a target telephone to the apparatus;

a communication router to route a call initiated with a telephone number of the target telephone from the first telephone to the target telephone; ~~and~~

a global identification service coupled to the communication router to provide a standard identification of the first telephone to the target telephone with the call; and

a custom identification service coupled to the communication router to receive ~~an~~ the standard identification associated with the call and to provide a custom identification to the target telephone with the call if the custom identification is selected.

Claim 33 (previously presented): The apparatus of claim 32, wherein the custom identification service comprises a database.

Claim 34 (currently amended): The apparatus of claim ~~32~~ 33, wherein the database includes a plurality of custom identifications associated with a user of the first telephone.

Claims 35-36 (cancelled)

Claim 37 (currently amended): The apparatus of claim ~~[[36]]~~ 32, wherein the apparatus comprises a communication network to house the custom identification service and the global identification service.

Claim 38 (new): The apparatus of claim 32, wherein the custom identification comprises a user message provided to the custom identification service during the call.

Claim 39 (new): The apparatus of claim 32, wherein the apparatus comprises a communication network comprising a circuit-switched system.

Claim 40 (new): The apparatus of claim 39, wherein the circuit-switched system comprises a public switched telephone network.

Claim 41 (new): The method of claim 1, further comprising dynamically receiving the second identifying information from the user during the communication.